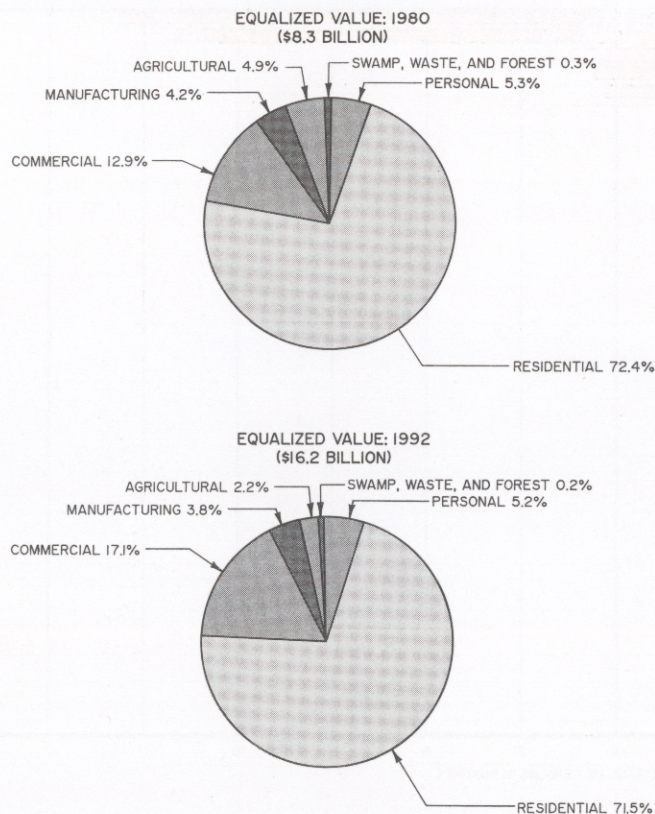


Figure 23

EQUALIZED VALUE OF TAXABLE PROPERTY IN WAUKESHA COUNTY: 1980 AND 1992



Source: Wisconsin Department of Revenue and SEWRPC.

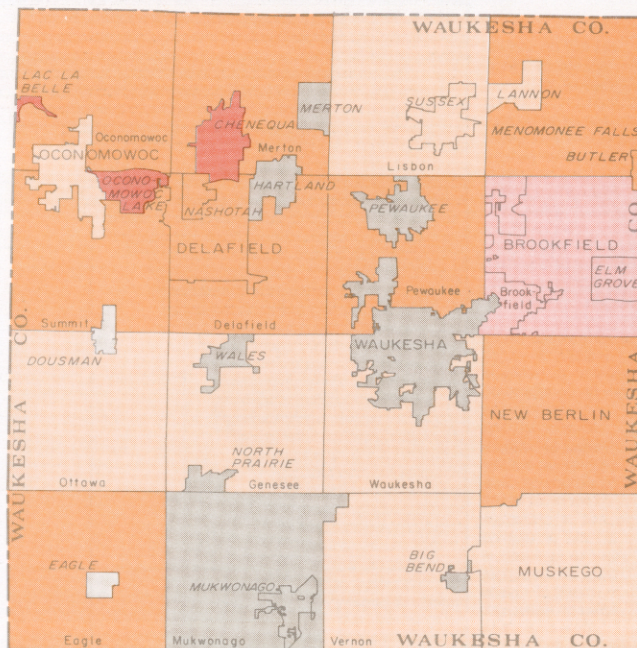
SUMMARY

This chapter has presented the findings of the socio-economic inventories conducted in support of the preparation of a development plan for Waukesha County. A summary of the most important findings of this chapter follows:

1. The resident population of Waukesha County stood at 304,715 in 1990, making the County the third most populous in Wisconsin, behind Milwaukee and Dane Counties. During the 100-year period from 1850 through 1950, the County population increased gradually, from 19,258 persons to 85,901 persons. The County experienced a significant increase in the rate of population growth after 1950; the resident population increased by 84 percent during the 1950s, 46 percent during the 1960s, 21 percent during the 1970s, and 9 percent during

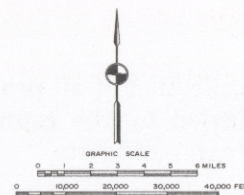
Map 6

EQUALIZED VALUE OF TAXABLE PROPERTY PER CAPITA IN WAUKESHA COUNTY BY CIVIL DIVISION: 1992



LEGEND

EQUALIZED VALUE OF PROPERTY PER CAPITA



Source: Wisconsin Department of Revenue and SEWRPC.

the 1980s. By 1990, the County population of 304,715 was more than three times the 1950 level. Estimates prepared by the Wisconsin Department of Administration indicate that Waukesha County population increased further, to 323,387 persons, by January of 1994, an increase of about 18,670 persons, or 6 percent, over the April 1990 U. S. Census of Population and Housing count.

2. The rate of population growth for Waukesha County exceeded the population growth rate for the seven-county Southeastern Wisconsin

Table 27

EQUALIZED VALUE OF TAXABLE PROPERTY PER CAPITA BY CIVIL DIVISION IN WAUKESHA COUNTY: 1992

Community	Total 1992 Equalized Value	1992 Estimated Population	1992 Equalized Value Per Capita
Village of Oconomowoc Lake	\$ 98,435,400	497	\$198,059
Village of Chenequa	113,209,500	611	185,286
Village of Lac La Belle	29,494,100	267	110,465
Town of Brookfield	411,600,600	4,566	90,145
Village of Elm Grove	505,307,900	6,268	80,617
City of Brookfield	2,738,287,300	35,795	76,499
Town of Pewaukee	712,205,400	9,810	72,600
Town of Summit	269,906,200	4,064	66,414
Town of Merton	415,139,200	6,531	63,564
Town of Delafield	373,094,600	5,996	62,224
Village of Nashotah	38,117,200	613	62,181
Village of Butler	123,175,400	2,068	59,563
Town of Oconomowoc	416,681,000	7,409	56,240
City of Delafield	308,633,200	5,598	55,133
City of New Berlin	1,805,271,100	34,342	52,567
Village of Menomonee Falls	1,420,921,000	27,112	52,409
Waukesha County	16,214,933,000	313,522	51,719
Town of Eagle	106,776,800	2,130	50,130
Town of Waukesha	385,372,700	7,892	48,831
Town of Genesee	299,922,200	6,213	48,273
Village of Lannon	44,241,100	964	45,893
Town of Ottawa	139,784,000	3,088	45,267
Village of Sussex	256,911,600	5,699	45,080
City of Oconomowoc	481,558,300	11,192	43,027
City of Muskego	751,083,900	17,704	42,425
Town of Lisbon	335,692,100	8,350	40,203
Town of Vernon	308,220,600	7,680	40,133
Village of Pewaukee	207,626,900	5,419	38,315
City of Waukesha	2,163,814,200	58,113	37,235
Village of Hartland	259,050,600	7,146	36,251
Town of Mukwonago	229,440,200	6,344	36,166
Village of Merton	45,678,900	1,274	35,855
Village of Wales	91,301,100	2,585	35,320
Village of Mukwonago	168,783,500	4,846	34,829
Village of Big Bend	42,424,300	1,318	32,188
Village of North Prairie	41,338,400	1,375	30,064
Village of Eagle	33,786,600	1,234	27,380
Village of Dousman	30,886,400	1,409	21,921

Source: Wisconsin Department of Administration, Wisconsin Department of Revenue, and SEWRPC.

Region during each of the past six decades. As a result, the County's share of the regional population increased from about 5 percent in 1930 to about 17 percent in 1990. The County's increase in proportionate share of the regional population is a reflection of the decentralization of population away from Milwaukee County, particularly over the past four decades.

- Population growth in Waukesha County has historically been driven more by population migration into the County than by natural increase. Over all, during the 60-year period from 1920 through 1980, net migration into Waukesha County was more than double the natural increase. A reversal of this trend occurred in the 1980s, when, for the first time in decades, natural increase exceeded net

Figure 24

**RELATIVE DISTRIBUTION OF EQUALIZED PROPERTY
VALUES AMONG CLASSES OF PROPERTY BY CIVIL
DIVISION IN WAUKESHA COUNTY: 1980**

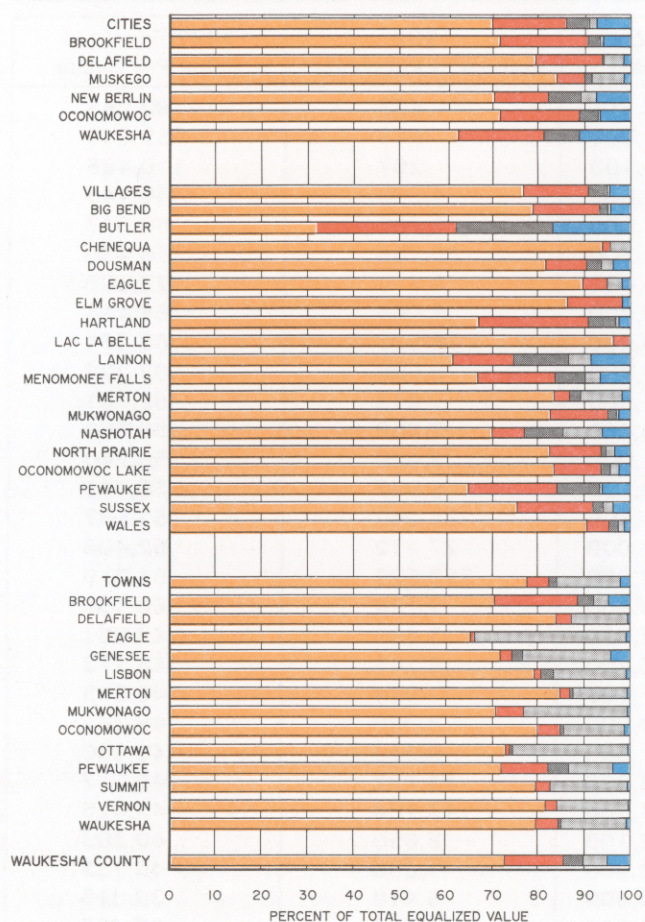
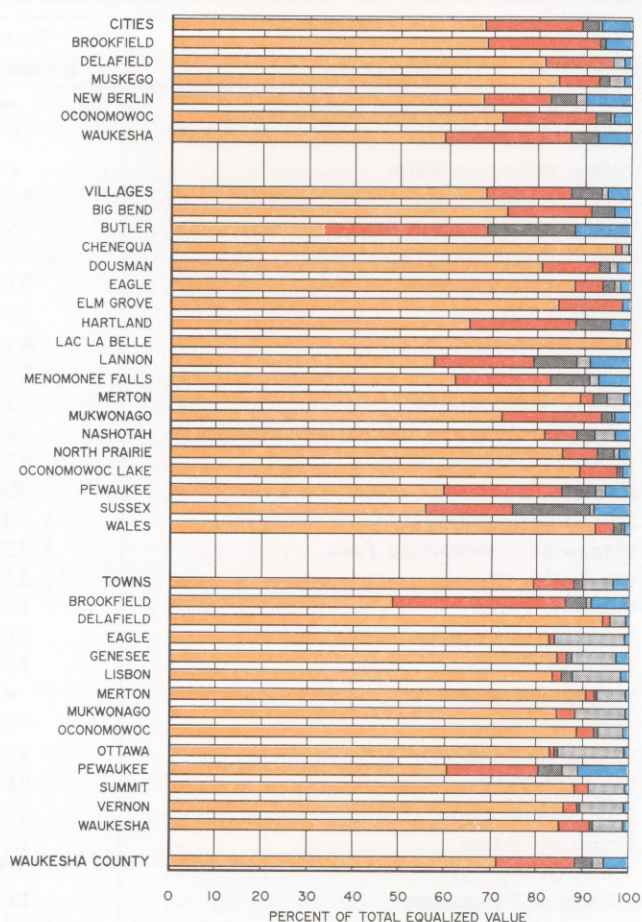


Figure 25

**RELATIVE DISTRIBUTION OF EQUALIZED PROPERTY
VALUES AMONG CLASSES OF PROPERTY BY CIVIL
DIVISION IN WAUKESHA COUNTY: 1992**



Source: Wisconsin Department of Revenue and SEWRPC.

Source: Wisconsin Department of Revenue and SEWRPC.

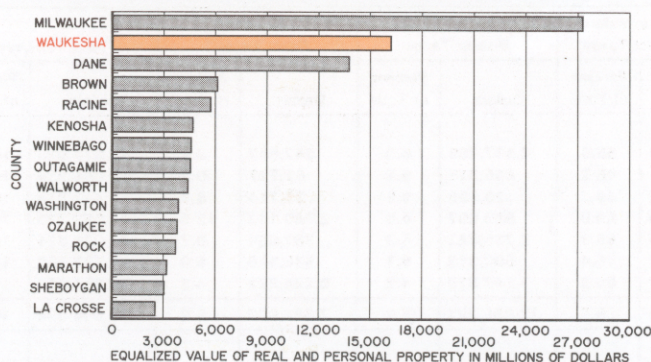
in-migration. Natural increase accounted for more than 80 percent of the overall increase of 24,400 persons in the Waukesha County population during the 1980s.

- The number of households in the County increased from 42,900 in 1960, to 61,900 in 1970, to 88,600 in 1980, and to 106,000 in 1990. During the 1960s, households in the

County increased at about the same rate as the resident population. During the 1970s and 1980s, however, the rate of increase in households substantially exceeded the rate of population growth. Between 1970 and 1990, the number of households increased by 71 percent, compared to a 32 percent increase in the resident population. The continued rapid increase in households is particularly

Figure 26

**COUNTIES WITH THE HIGHEST
EQUALIZED VALUE OF REAL AND
PERSONAL PROPERTY IN WISCONSIN: 1992**



Source: U. S. Bureau of the Census and SEWRPC.

noteworthy for land use planning proposes since the household represents a basic consuming unit, generates much of the demand for urban land, and is an important component in the generation of the demand for transportation and other urban facilities and services.

5. The aforementioned increase in households has been accompanied by a change in basic household characteristics, including a decrease in the size of households. The average household size in the County decreased from 3.66 persons in 1960 and 1970 to 2.83 persons in 1990. This decrease reflects, among other factors, the historic decline in birth rates and attendant decrease in the number of children in family households, as well as an increase in the number of single-person households.
6. Paralleling the rapid growth of Waukesha County population, the labor force has increased substantially since 1950. The labor force, defined as those residents 16 years of age and older who are employed or are actively seeking employment, increased by 72 percent during the 1950s, 59 percent during the 1960s, 55 percent during the 1970s, and 19 percent during the 1980s. The resident civilian labor force totaled 169,400 persons by 1990. An increase in the female labor force participation rate has contributed significantly to the overall increase in the labor force of the County over the past four decades.

7. Waukesha County has experienced strong employment growth over the past three decades. The number of employment opportunities, or jobs, in the County increased by 48,300 during the 1960s, 51,300 during the 1970s, and 59,400 during the 1980s, an increase of about 159,000 jobs, or 488 percent, since 1960. The employment growth rate during the 1960s, 1970s, and 1980s substantially exceeded that of the Region, which experienced employment increases of only 59 percent over that period. As a result, the County's share of regional employment increased from about 5 percent in 1976 to about 18 percent in 1990.
8. The distribution of jobs within Waukesha County has changed somewhat over the past three decades. In 1960, the largest employment concentrations were located in the City of Waukesha, the City of Oconomowoc, the Village of Butler, and adjacent portions of the communities of Brookfield and Menomonee Falls. The Blue Mound Road corridor in the City of Brookfield had not yet begun to evolve as a major employment center in 1960. Between 1960 and 1990, there was considerable employment growth in the aforementioned areas, including a dramatic increase in jobs in the Blue Mound Road corridor and in the New Berlin Industrial Park in the City of New Berlin. In addition, significant employment increases occurred in the Villages of Mukwonago, Sussex, and Hartland, and the Town and Village of Pewaukee.
9. Waukesha County, like the State and Region, has seen a decline in its relative share of manufacturing employment. In 1970, manufacturing was the largest single employment category in Waukesha County. While manufacturing employment in the County doubled between 1970 and 1990, its relative share of total employment decreased, from 27 percent to 23 percent, over that period, because of the more rapid growth in other employment categories, including, most notably, services; wholesale trade; and finance, insurance, and real estate. By 1990, services had become the largest single employment category in the County. It is important to note, however, that despite the observed decline in manufacturing employment as a percentage of total County employment, manufacturing employment

Table 28

**RELATIVE DISTRIBUTION OF TAX LEVIES FOR LOCAL, COUNTY, AND
OTHER PURPOSES BY CIVIL DIVISION IN WAUKESHA COUNTY: 1992**

Community	Local Tax		County Tax		Elementary/Secondary School District Taxes		Vocational School District Taxes		Other Taxes ^a		Total Tax Levy	
	Dollars	Percent of Total	Dollars	Percent of Total	Dollars	Percent of Total	Dollars	Percent of Total	Dollars	Percent of Total	Dollars	Percent of Total
Cities												
Brookfield	14,997,912	22.7	8,838,501	13.4	37,454,629	56.8	4,137,288	6.3	547,657	0.8	65,975,985	100.0
Delafield	1,534,048	17.0	996,413	11.0	5,985,721	66.2	466,315	5.1	61,727	0.7	9,044,224	100.0
Milwaukee	126,652	28.5	37,793	8.5	218,117	49.2	23,639	5.3	37,714	8.5	443,915	100.0
Muskego	3,006,001	13.6	2,135,316	9.7	13,151,328	60.0	999,607	4.5	2,760,143	12.5	22,052,395	100.0
New Berlin	9,087,837	17.5	5,828,792	11.2	33,959,989	65.3	2,785,642	5.3	361,054	0.7	52,021,314	100.0
Oconomowoc	2,842,708	20.7	1,487,724	10.8	8,022,342	58.4	696,313	5.1	688,416	5.0	13,737,503	100.0
Waukesha	19,487,340	26.2	6,724,125	9.0	41,997,692	56.3	3,147,579	4.2	3,224,322	4.3	74,581,058	100.0
Subtotal	51,082,498	21.5	26,046,664	10.9	140,789,818	59.2	12,256,381	5.2	7,681,033	3.2	237,856,394	100.0
Villages												
Big Bend	317,330	25.2	136,873	10.9	732,568	58.1	64,099	5.1	8,485	0.7	1,259,355	100.0
Butler	1,116,564	27.2	397,339	9.7	2,381,803	58.0	186,106	4.5	24,635	0.6	4,106,447	100.0
Chenequa	771,544	22.4	397,986	11.5	2,077,853	60.4	171,048	5.0	22,642	0.7	3,441,073	100.0
Dousman	75,895	8.9	100,202	11.7	565,054	66.1	43,092	5.0	70,671	8.3	854,914	100.0
Eagle	178,822	17.3	109,294	10.6	689,163	66.6	51,048	4.9	6,757	0.6	1,035,084	100.0
Elm Grove	2,563,633	21.4	1,591,400	13.3	6,704,133	55.9	744,841	6.2	391,306	3.2	11,995,313	100.0
Hartland	1,268,841	16.4	734,414	9.5	4,400,697	56.9	343,760	4.4	985,470	12.7	7,733,182	100.0
Lac La Belle	191,963	22.2	103,549	12.0	513,415	59.5	44,563	5.2	9,692	1.1	863,182	100.0
Lannon	162,699	12.7	155,822	12.1	890,315	69.3	66,844	5.2	8,848	0.7	1,284,528	100.0
Menomonee Falls	10,715,756	24.8	4,423,336	10.3	24,130,602	56.0	2,070,617	4.8	1,789,592	4.1	43,129,903	100.0
Merton	136,298	10.6	143,587	11.2	799,988	62.1	61,847	4.8	145,587	11.3	1,287,107	100.0
Mukwonago	1,455,903	27.2	503,058	9.4	2,692,325	50.4	235,576	4.4	458,331	8.6	5,345,193	100.0
Nashotah	120,763	11.1	95,183	8.8	509,527	46.9	40,913	3.8	320,053	29.4	1,086,439	100.0
North Prairie	126,059	11.3	121,883	10.9	632,258	56.7	52,292	4.7	182,822	16.4	1,115,314	100.0
Oconomowoc Lake	460,097	17.1	346,199	12.9	1,713,501	63.8	148,726	5.5	19,887	0.7	2,688,210	100.0
Pewaukee	1,739,184	26.7	650,145	10.0	3,572,857	55.0	304,438	4.7	232,259	3.6	6,498,883	100.0
Sussex	674,978	9.2	627,163	8.5	3,926,794	53.4	293,595	4.0	1,830,315	24.9	7,352,845	100.0
Wales	241,315	9.5	321,149	12.7	1,808,858	71.6	137,947	5.5	18,260	0.7	2,527,529	100.0
Subtotal	22,317,644	21.5	10,958,582	10.6	58,741,711	56.7	5,061,152	4.9	6,525,412	6.3	103,604,501	100.0
Towns												
Brookfield	1,653,628	14.0	1,447,691	12.3	7,985,181	67.7	621,889	5.3	82,320	0.7	11,790,709	100.0
Delafield	715,723	6.9	1,312,423	12.6	7,337,894	70.6	563,710	5.4	466,228	4.5	10,395,778	100.0
Eagle	188,781	6.8	344,735	12.4	2,016,374	72.5	161,329	5.8	69,355	2.5	2,780,574	100.0
Genesee	324,991	4.2	1,054,749	13.6	5,855,970	75.6	453,153	5.8	59,984	0.8	7,748,847	100.0
Lisbon	456,784	5.0	1,083,745	11.9	6,953,482	78.3	507,198	5.6	109,138	1.2	9,110,347	100.0
Merton	661,666	8.4	1,340,126	12.9	7,693,576	73.9	627,235	6.0	86,908	0.8	10,409,509	100.0
Mukwonago	537,719	9.4	807,055	14.1	3,961,896	69.2	346,662	6.0	72,333	1.3	5,725,665	100.0
Oconomowoc	1,122,561	10.6	1,465,515	13.8	7,250,776	68.2	629,565	5.9	160,169	1.5	10,628,586	100.0
Ottawa	247,628	6.6	491,483	13.2	2,734,620	73.2	211,200	5.7	50,466	1.3	3,735,397	100.0
Pewaukee	1,832,418	9.4	2,505,193	12.8	13,526,250	69.3	1,076,073	5.5	588,753	3.0	19,528,687	100.0
Summit	802,828	11.3	949,527	13.4	4,884,412	68.8	407,802	5.7	57,202	0.8	7,101,771	100.0
Vernon	1,137,066	14.1	1,084,226	13.4	5,328,237	66.0	465,691	5.8	61,644	0.7	8,076,864	100.0
Waukesha	541,571	5.3	1,355,309	13.1	7,769,022	75.3	582,261	5.6	77,075	0.7	10,325,238	100.0
Subtotal	10,223,364	8.7	15,241,777	13.0	83,297,490	71.0	6,653,768	5.7	1,941,573	1.6	117,357,972	100.0
Waukesha County	83,623,506	18.2	52,247,023	11.4	282,829,019	61.7	23,971,301	5.2	16,148,018	3.5	458,818,867	100.0

^aIncludes amounts levied by special purpose districts, including metropolitan sewerage districts, sanitary districts, and public inland lake protection districts, as well as the State reforestation tax.

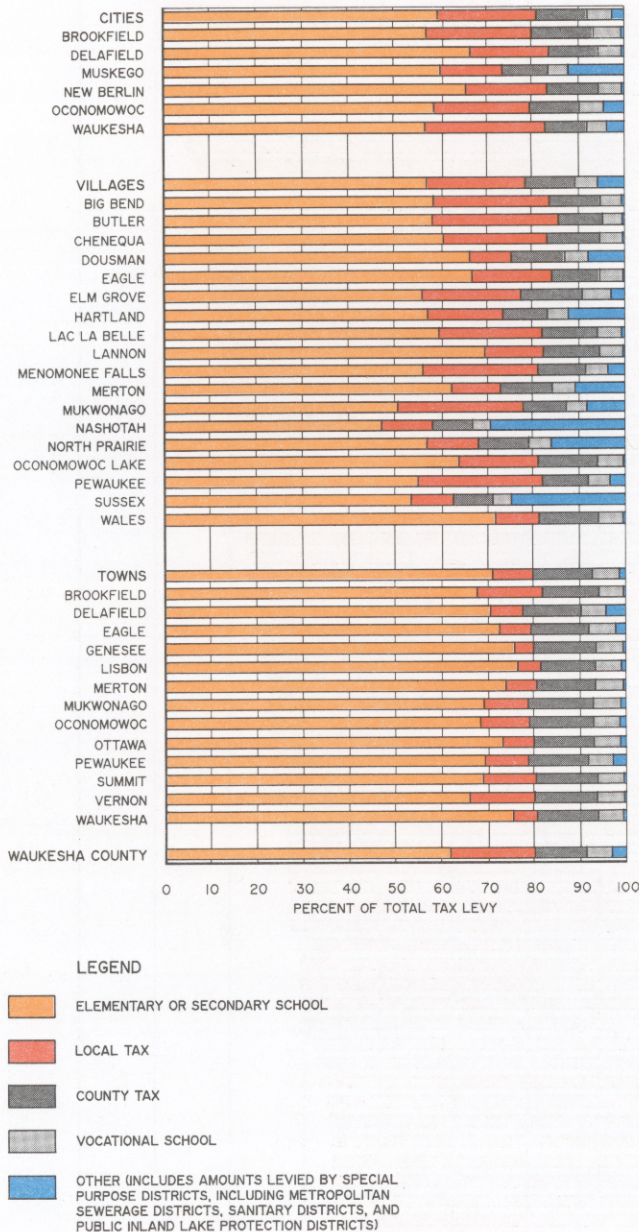
Source: Wisconsin Department of Revenue and SEWRPC.

growth in the County occurred at a much faster rate than such growth for the State during the past two decades. In contrast to the doubling of manufacturing employment in the County between 1970 and 1990, manufacturing employment in the State increased by only 11 percent. Moreover, the County growth in manufacturing employment stands in marked contrast to the overall loss in manufacturing employment in the seven-county Region, particularly during the 1980s.

10. Levels of personal income in Waukesha County are, on the average, higher than for the Region and State. Median family income in 1989 was \$49,100 for Waukesha County, compared to \$38,500 for the Region and \$35,100 for the State. Median family income in terms of actual dollars increased by 78 percent during the 1960s, 116 percent during the 1970s, and 78 percent during the 1980s. Expressed in constant dollars, that is, when adjusted for inflation, median family income

Figure 27

**RELATIVE DISTRIBUTION OF PROPERTY
TAX LEVIES FOR LOCAL, COUNTY, SCHOOL,
AND OTHER PURPOSES BY CIVIL DIVISION
IN WAUKESHA COUNTY: 1992**



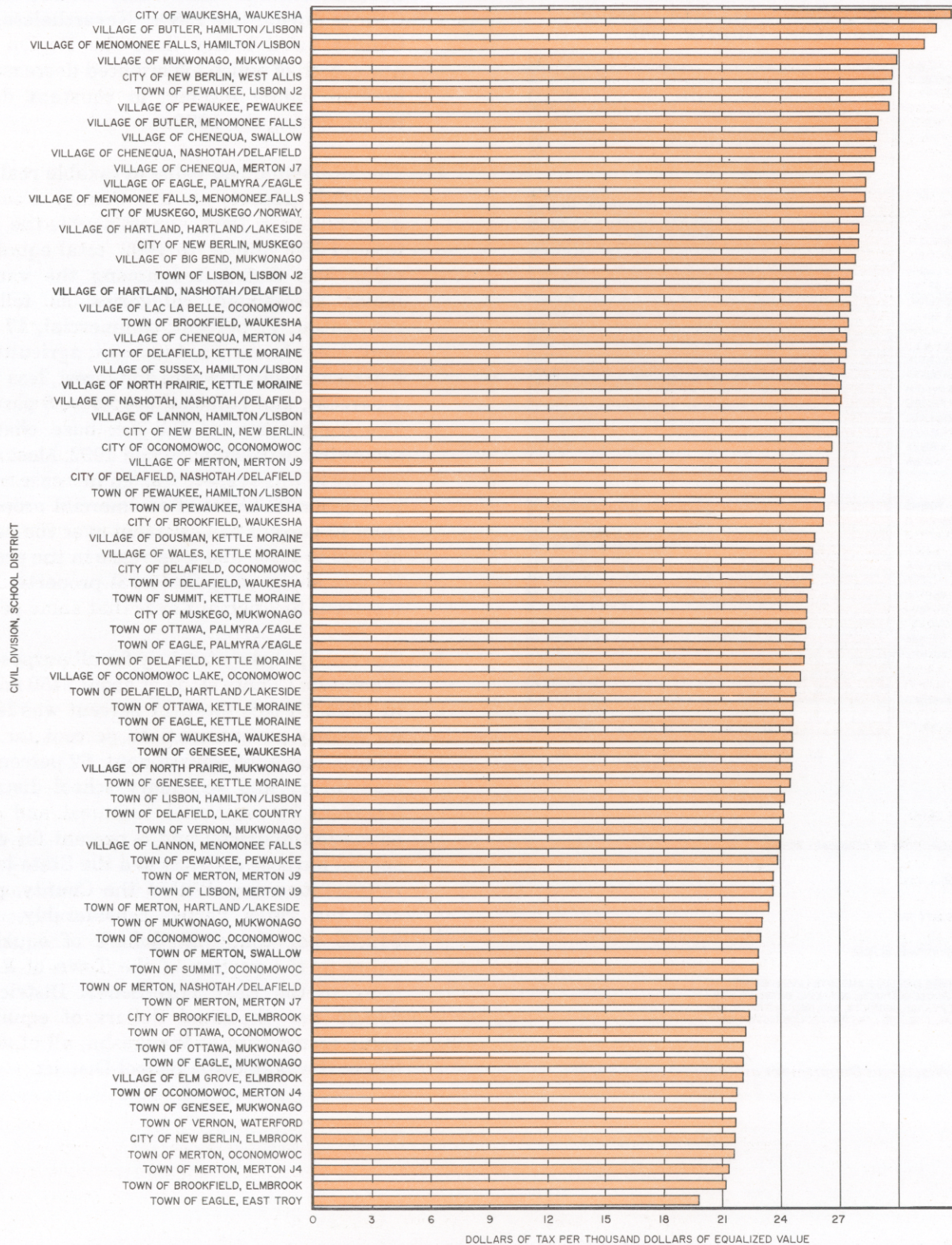
Source: Wisconsin Department of Revenue and SEWRPC.

for the County increased by about 45 percent during the 1960s and about 7 percent during the 1970s; there was virtually no change in constant dollar median family income for the County during the 1980s. Nevertheless, the County fared better than the Region and State, both of which experienced decreases in median family income, in constant dollar terms, during the 1980s.

11. The total equalized value of taxable real and personal property in the County stood at \$16.2 billion in 1992, almost double the 1980 total of \$8.3 billion. In 1992, total equalized value was distributed among the various major assessment categories as follows: residential, 71 percent; commercial, 17 percent; manufacturing, 4 percent; agricultural, 2 percent; swamp, waste and forest, less than 1 percent; and personal property, 5 percent. The composition of the tax base changed somewhat between 1980 and 1992. Most noteworthy in this respect was an increase in the proportionate share of commercial property, from 13 percent to 17 percent over the period of 1980 to 1992, and a decrease in the proportionate share of agricultural property, from 5 percent to 2 percent over that same period.
12. The total property tax levy for all purposes in Waukesha County stood at about \$459 million in 1992. Of this total, 11 percent was levied for county government; 18 percent for city, village, and town government; 62 percent for elementary and secondary school districts; 5 percent for vocational, technical, and adult education districts; and 4 percent for other special purpose districts and the State-levied reforestation tax. Within the County, property tax rates varied considerably, from \$19.76 per thousand dollars of equalized value in the portion of the Town of Eagle, lying in the East Troy School District, to \$32.62 per thousand dollars of equalized value in the City of Waukesha, all of which lies in the Waukesha School District.

Figure 28

EQUALIZED PROPERTY TAX RATES IN WAUKESHA COUNTY BY CIVIL DIVISION AND SCHOOL DISTRICT: 1992



Source: Waukesha County Treasurer and SEWRPC.